

國立高雄第一科技大學 101 學年度 碩士班 招生考試 試題紙

系所別：行銷與流通管理系

組別：丙組(語文類組)

考科代碼：1345

考科：英文(管理領域)

注意事項：

- 1、本科目不得使用電子計算器。
- 2、請於答案卷上規定之範圍作答，違者該題不予計分。

1. In creating and selling service offerings, marketers face special challenges. Describe the four distinctive characteristics of services and discuss the managerial problems associated with these characteristics. Make suggestions on how these problems may be solved. (50 points)
2. Define and describe the purpose of an "integrated marketing communications" (IMC) program. List the eight steps necessary in developing an effective marketing communications program! (50 points)